

## Electricity Demand in July 2012 (Confirmed Report)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in July 2012, measured in terms of the total electricity sales of the ten power companies, was down year on year for the second consecutive month, decreasing by 6.3% to 68.49 billion kWh.

- Outside the liberalized segment, lighting demand dropped by 12.4%, due principally to decreased cooling demands caused by relatively lower temperatures from late June to mid July than the previous year, effects of energy saving efforts by customers, and a shorter meter-reading period compared with a year ago.

Commercial demand in the liberalized segment declined by 3.3% due mainly to decreased cooling demands caused by relatively lower temperatures from late June to mid July than the previous year, in addition to effects of energy saving efforts by companies and other customers.

**Lighting Demand (down 12.4% on the year, 19.41 billion kWh in total)**

**Commercial Demand (down 3.3% on the year, 16.38 billion kWh in total)**

(Reference)

**Large Industrial Demand (down 1.7% on the year, 23.76 billion kWh in total)**

Large industrial user demand was down from a year ago for the second consecutive month, declining by This was mainly due to a year-on-year decrease in all major industries except for steel.

### Demand Change by Company and Use (% change on year)

| By Use                             |                        | By Company |        |       |       |          |        |         |         |        |             |         |              |
|------------------------------------|------------------------|------------|--------|-------|-------|----------|--------|---------|---------|--------|-------------|---------|--------------|
|                                    |                        | Hokkaido   | Tohoku | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu | 9-Co. Total | Okinawa | 10-Co. Total |
| Other than Eligible Customers' Use | Lighting               | -1.9       | -5.7   | -14.5 | -16.1 | -8.1     | -16.9  | -10.4   | -11.9   | -4.8   | -12.5       | -2.1    | -12.4        |
|                                    | Power                  | -3.5       | -7.7   | -20.1 | -22.0 | -16.2    | -23.0  | -16.4   | -15.0   | -11.1  | -17.6       | -5.1    | -16.5        |
|                                    | Lighting & Power Total | -2.1       | -6.0   | -15.2 | -17.1 | -9.5     | -17.7  | -11.2   | -12.5   | -5.9   | -13.2       | -3.7    | -13.0        |
| Eligible Customers' Use            | Commercial Power       | -2.6       | 1.2    | -0.8  | -6.0  | -2.0     | -7.0   | -5.4    | -2.2    | -4.8   | -3.3        | 1.5     | -3.3         |
|                                    | Industrial Power       | -7.8       | 4.0    | -1.3  | 0.1   | -7.0     | -6.3   | -3.5    | -3.8    | -2.8   | -2.2        | -0.7    | -2.2         |
|                                    | Sub-total              | -5.3       | 3.2    | -1.1  | -1.5  | -5.5     | -6.6   | -4.1    | -3.1    | -3.6   | -2.6        | 0.5     | -2.6         |
| Total Electricity Sales            |                        | -4.0       | 0.1    | -6.4  | -6.3  | -6.7     | -10.6  | -6.4    | -6.6    | -4.4   | -6.3        | -3.1    | -6.3         |
| (Large Industry)                   |                        | -10.3      | 5.7    | -0.8  | 1.1   | -7.6     | -5.9   | -3.1    | -4.5    | -2.3   | -1.7        | -3.3    | -1.7         |

### Demand Change by Use

| By Use                             |                               | Year-on-year Change (%) |           |       |       |       |      |      |           |      |      |      |      |      |       |
|------------------------------------|-------------------------------|-------------------------|-----------|-------|-------|-------|------|------|-----------|------|------|------|------|------|-------|
|                                    |                               | FY2011                  | Jul. 2011 | Aug.  | Sep.  | Oct.  | Nov. | Dec. | Jan. 2012 | Feb. | Mar. | Apr. | May  | Jun. | Jul.  |
| Other than Eligible Customers' Use | Lighting Total                | -5.0                    | -1.9      | -14.8 | -13.9 | -6.7  | -7.7 | -2.6 | -3.0      | -1.5 | 6.8  | -4.2 | 0.0  | 0.5  | -12.4 |
|                                    | Power                         | -5.3                    | -0.8      | -14.6 | -15.5 | -7.7  | -6.1 | -0.7 | -1.6      | -0.3 | 7.3  | -4.7 | -1.2 | 1.8  | -16.5 |
|                                    | Lighting & Power Total        | -5.1                    | -1.8      | -14.8 | -14.1 | -6.8  | -7.5 | -2.4 | -2.9      | -1.4 | 6.8  | -4.2 | -0.1 | 0.7  | -13.0 |
| Eligible Customers' Use            | Commercial Power              | -8.4                    | -10.0     | -14.0 | -14.9 | -10.7 | -7.9 | -5.5 | -4.2      | -2.7 | 3.7  | 5.3  | 3.8  | 0.7  | -3.3  |
|                                    | Industrial Power              | -3.3                    | -4.7      | -5.8  | -6.3  | -3.5  | -2.2 | -3.5 | -4.5      | -0.7 | 6.5  | 5.5  | 2.5  | -1.3 | -2.2  |
|                                    | Eligible Customers' Use Total | -5.2                    | -6.7      | -9.1  | -9.7  | -6.1  | -4.2 | -4.2 | -4.4      | -1.5 | 5.4  | 5.4  | 2.9  | -0.6 | -2.6  |
| Total Electricity Sales            |                               | -5.1                    | -5.0      | -11.3 | -11.4 | -6.3  | -5.4 | -3.5 | -3.7      | -1.4 | 6.1  | 1.4  | 1.8  | -0.2 | -6.3  |

### (Reference) Large Industry Demand Change by Sector

| By Sector            |  | Year-on-year Change (%) |           |       |       |      |      |      |           |       |      |      |      |       |      |
|----------------------|--|-------------------------|-----------|-------|-------|------|------|------|-----------|-------|------|------|------|-------|------|
|                      |  | FY2011                  | Jul. 2011 | Aug.  | Sep.  | Oct. | Nov. | Dec. | Jan. 2012 | Feb.  | Mar. | Apr. | May  | Jun.  | Jul. |
| Textiles             |  | -3.5                    | -1.5      | -3.6  | -7.3  | -5.1 | 1.1  | -7.4 | -10.4     | -4.7  | -8.6 | -3.8 | -2.8 | -10.2 | -8.7 |
| Paper & Pulp         |  | -6.6                    | -9.8      | -15.1 | -10.9 | -3.3 | -2.0 | -8.0 | -7.5      | -10.6 | -6.2 | -3.5 | -2.9 | -6.8  | -9.6 |
| Chemicals            |  | -3.3                    | -3.5      | -5.6  | -6.4  | -3.2 | -2.1 | -7.6 | -7.9      | -5.6  | 5.8  | 4.7  | -4.9 | -7.3  | -4.1 |
| Ceramics             |  | -0.6                    | 0.1       | -0.7  | -0.9  | -1.1 | -2.3 | -1.6 | -4.2      | 0.0   | 1.7  | 3.3  | 0.6  | -1.6  | -2.7 |
| Steel                |  | 0.3                     | 1.6       | 1.3   | 0.6   | -0.8 | 1.3  | -1.4 | -4.1      | 2.7   | 10.1 | 11.9 | 5.9  | 4.7   | 2.6  |
| Non-Ferrous Metals   |  | -2.2                    | -2.2      | -2.7  | -1.9  | -4.1 | -4.2 | -3.8 | -7.5      | -2.0  | 17.9 | 14.2 | 3.8  | 2.6   | -4.3 |
| Machinery            |  | -3.9                    | -6.4      | -6.4  | -6.4  | -2.2 | -2.7 | -4.1 | -5.3      | -0.4  | 9.8  | 8.3  | 4.5  | -3.0  | -2.1 |
| Large Industry Total |  | -3.2                    | -4.7      | -5.8  | -5.6  | -3.2 | -2.3 | -3.8 | -5.2      | -0.7  | 6.8  | 5.8  | 1.9  | -2.0  | -1.7 |

# Lighting & Power Demand Volume and Change by Company and Use (Julu 2012)

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## 1) Sales Volume and Change

| By Company               |                         | Hokkaido  | Tohoku     | Tokyo      | Chubu     | Hokuriku   | Kansai    | Chugoku   | Shikoku   | Kyushu     | 9-Co. Total | Okinawa    | 10-Co. Total |
|--------------------------|-------------------------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-------------|------------|--------------|
| Sales Volume<br>(MWh)    | Lighting                | 822,210   | 1,564,158  | 6,478,622  | 2,359,161 | 528,906    | 3,335,468 | 1,270,537 | 676,015   | 2,095,855  | 19,130,932  | 277,101    | 19,408,033   |
|                          | <Residential Lighting>  | 532,793   | 1,033,658  | 4,488,624  | 1,452,425 | 248,460    | 2,161,761 | 730,845   | 419,482   | 1,255,771  | 12,323,819  | 243,921    | 12,567,740   |
|                          | Power                   | 118,018   | 278,377    | 881,842    | 448,368   | 98,949     | 476,134   | 189,412   | 138,674   | 434,894    | 3,064,668   | 326,076    | 3,390,744    |
|                          | <Low Voltage>           | 100,135   | 213,769    | 728,128    | 352,446   | 82,141     | 423,686   | 153,558   | 103,366   | 383,322    | 2,540,551   | 53,271     | 2,593,822    |
|                          | Lighting & Power Total  | 940,228   | 1,842,535  | 7,360,464  | 2,807,529 | 627,855    | 3,811,602 | 1,459,949 | 814,689   | 2,530,749  | 22,195,600  | 603,177    | 22,798,777   |
|                          | Eligible Customers' Use | 1,327,386 | 4,085,168  | 14,091,233 | 7,595,591 | 1,659,927  | 7,683,037 | 3,288,577 | 1,501,286 | 4,340,946  | 45,573,151  | 116,234    | 45,689,385   |
|                          | <Commercial Power>      | 643,205   | 1,227,749  | 5,897,880  | 1,906,294 | 495,104    | 2,888,279 | 956,039   | 625,017   | 1,679,628  | 16,319,195  | 63,574     | 16,382,769   |
|                          | <Industrial Power>      | 684,181   | 2,857,419  | 8,193,354  | 5,689,297 | 1,164,823  | 4,794,758 | 2,332,538 | 876,269   | 2,661,318  | 29,253,957  | 52,660     | 29,306,617   |
| Total Electricity Sales  | 2,267,614               | 5,927,703 | 21,451,697 | 10,403,120 | 2,287,782 | 11,494,639 | 4,748,526 | 2,315,975 | 6,871,695 | 67,768,751 | 719,411     | 68,488,162 |              |
| Yea-on-year Basis<br>(%) | Lighting                | 98.1      | 94.3       | 85.5       | 83.9      | 91.9       | 83.1      | 89.6      | 88.1      | 95.2       | 87.5        | 97.9       | 87.6         |
|                          | Power                   | 96.5      | 92.3       | 79.9       | 78.0      | 83.8       | 77.0      | 83.6      | 85.0      | 88.9       | 82.4        | 94.9       | 83.5         |
|                          | <Low Voltage>           | 95.2      | 88.7       | 77.9       | 74.5      | 81.5       | 75.5      | 81.4      | 82.2      | 88.1       | 80.3        | 91.9       | 80.5         |
|                          | Lighting & Power Total  | 97.9      | 94.0       | 84.8       | 82.9      | 90.5       | 82.3      | 88.8      | 87.5      | 94.1       | 86.8        | 96.3       | 87.0         |
|                          | Eligible Customers' Use | 94.7      | 103.2      | 98.9       | 98.5      | 94.5       | 93.4      | 95.9      | 96.9      | 96.4       | 97.4        | 100.5      | 97.4         |
|                          | <Commercial Power>      | 97.4      | 101.2      | 99.2       | 94.0      | 98.0       | 93.0      | 94.6      | 97.8      | 95.2       | 96.7        | 101.5      | 96.7         |
|                          | <Industrial Power>      | 92.2      | 104.0      | 98.7       | 100.1     | 93.0       | 93.7      | 96.5      | 96.2      | 97.2       | 97.8        | 99.3       | 97.8         |
|                          | Total Electricity Sales | 96.0      | 100.1      | 93.6       | 93.7      | 93.3       | 89.4      | 93.6      | 93.4      | 95.6       | 93.7        | 96.9       | 93.7         |

## 2) Contracted Electricity Volume (kW) & Number of Contracts

| By Company  |   | Hokkaido  | Tohoku    | Tokyo      | Chubu      | Hokuriku  | Kansai     | Chugoku   | Shikoku   | Kyushu    | 9-Co. Total | Okinawa   | 10-Co. Total |
|---|---|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-------------|-----------|--------------|
| Contracted<br>Electricity &<br>Number of<br>Contracts | Residential Lighting<br>(Number of Contracts)   | 2,519,274 | 4,681,044 | 20,001,937 | 6,413,769  | 1,026,345 | 9,056,185  | 3,199,045 | 1,758,569 | 5,454,242 | 54,110,410  | 671,289   | 54,781,699   |
|   | Power Total (kW)                                | 1,720,716 | 4,827,696 | 14,671,428 | 7,942,289  | 1,643,299 | 7,699,315  | 3,118,976 | 2,321,089 | 6,468,103 | 50,412,911  | 1,372,943 | 51,785,854   |
|   | <Low Voltage (kW)>                              | 1,399,066 | 3,944,499 | 12,610,268 | 6,021,005  | 1,367,293 | 6,701,266  | 2,505,724 | 1,675,315 | 5,155,703 | 41,380,139  | 424,205   | 41,804,344   |
|   | Lighting & Power Total<br>(Number of Contracts) | 3,816,379 | 7,607,790 | 28,896,480 | 10,494,281 | 2,088,055 | 13,602,904 | 5,230,248 | 2,861,346 | 8,581,918 | 83,179,401  | 853,544   | 84,032,945   |

Remarks : 1. Figures in < > indicate breakdown.  
2. Figures may not add up due to rounding

## Demand Volume and Change by Large Industry Sector (July 2012)

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Sales Volume and Change

| By Sector                |                              | By Company    | Hokkaido           | Tohoku    | Tokyo     | Chubu     | Hokuriku  | Kansai    | Chugoku | Shikoku   | Kyushu     | 9-Co. Total | Okinawa    | 10-Co. Total |           |
|--------------------------|------------------------------|---------------|--------------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|------------|-------------|------------|--------------|-----------|
| Sales<br>Volume<br>(MWh) | Mining &<br>Manufacturing    | Mining        | 6,791              | 10,704    | 12,902    | 3,228     | 0         | 7,956     | 12,153  | 4,724     | 13,516     | 71,974      | 355        | 72,329       |           |
|                          |                              | Manufacturing | Foodstuffs         | 102,013   | 138,919   | 519,443   | 258,287   | 20,484    | 236,077 | 101,190   | 46,996     | 220,160     | 1,643,569  | 9,613        | 1,653,182 |
|                          |                              |               | Textiles           |           | 4,763     | 25,350    | 87,945    | 89,700    | 55,468  | 39,077    | 29,026     | 25,432      | 356,761    | 0            | 356,761   |
|                          |                              |               | Paper & Pulp       | 51,384    | 59,452    | 178,504   | 125,756   | 23,905    | 61,711  | 43,644    | 102,230    | 31,623      | 678,209    | 456          | 678,665   |
|                          |                              |               | Chemical           | 25,711    | 165,486   | 764,213   | 264,397   | 106,078   | 391,385 | 204,016   | 101,618    | 229,916     | 2,252,820  | 1,284        | 2,254,104 |
|                          |                              |               | Oil/Coal           | 2,298     | 1,223     | 38,971    | 12,927    | 422       | 36,211  | 52,027    | 29,836     | 8,859       | 182,774    | 4,111        | 186,885   |
|                          |                              |               | Rubber Products    |           | 30,293    | 55,742    | 66,861    | 1,810     | 30,400  | 29,770    | 5,283      | 50,628      | 270,787    | 0            | 270,787   |
|                          |                              |               | Ceramics           | 11,608    | 76,358    | 202,976   | 211,867   | 32,089    | 267,684 | 64,475    | 1,518      | 79,609      | 948,184    | 2,710        | 950,894   |
|                          |                              |               | Steel              | 62,959    | 249,945   | 625,265   | 543,445   | 67,424    | 666,525 | 507,308   | 62,384     | 197,162     | 2,982,417  | 11,275       | 2,993,692 |
|                          |                              |               | Non-Ferrous Metals | 12,659    | 294,550   | 314,884   | 122,990   | 78,837    | 182,823 | 136,554   |            | 161,650     | 1,304,947  | 562          | 1,305,509 |
|                          |                              |               | Machinery          | 57,823    | 670,939   | 1,464,829 | 1,968,952 | 292,846   | 786,981 | 446,339   | 172,122    | 635,374     | 6,496,205  | 0            | 6,496,205 |
|                          |                              | Others        | 36,068             | 189,522   | 849,923   | 496,389   | 141,282   | 438,069   | 114,111 | 57,145    | 163,638    | 2,486,147   | 2,175      | 2,488,322    |           |
|                          | Manufacturing Total          | 362,523       | 1,881,450          | 5,040,100 | 4,159,816 | 854,877   | 3,153,334 | 1,738,511 | 608,158 | 1,804,051 | 19,602,820 | 32,186      | 19,635,006 |              |           |
|                          | Mining & Manufacturing Total | 369,314       | 1,892,154          | 5,053,002 | 4,163,044 | 854,877   | 3,161,290 | 1,750,664 | 612,882 | 1,817,567 | 19,674,794 | 32,541      | 19,707,335 |              |           |
|                          | Others                       | Railways      | 27,147             | 108,222   | 537,408   | 220,157   | 19,221    | 400,862   | 103,768 | 8,521     | 97,407     | 1,522,713   | 732        | 1,523,445    |           |
| Other than Railways      |                              | 50,824        | 185,850            | 1,118,491 | 294,702   | 55,804    | 400,149   | 120,515   | 45,705  | 213,104   | 2,485,144  | 42,417      | 2,527,561  |              |           |
| Others Total             |                              | 77,971        | 294,072            | 1,655,899 | 514,859   | 75,025    | 801,011   | 224,283   | 54,226  | 310,511   | 4,007,857  | 43,149      | 4,051,006  |              |           |
| Total                    |                              | 447,285       | 2,186,226          | 6,708,901 | 4,677,903 | 929,902   | 3,962,301 | 1,974,947 | 667,108 | 2,128,078 | 23,682,651 | 75,690      | 23,758,341 |              |           |

Remarks: 1. Figures may not add up due to rounding.

## Demand Volume and Change by Large Industry Sector (July 2012)

FEPC

Sales Volume and Change

| By Sector              |                              | By Company    |                    |       |       |          |        |         |         |        |       |       | 9-Co. Total | Okinawa | 10-Co. Total |      |      |       |       |       |       |       |       |       |
|------------------------|------------------------------|---------------|--------------------|-------|-------|----------|--------|---------|---------|--------|-------|-------|-------------|---------|--------------|------|------|-------|-------|-------|-------|-------|-------|-------|
|                        |                              | Hokkaido      | Tohoku             | Tokyo | Chubu | Hokuriku | Kansai | Chugoku | Shikoku | Kyushu |       |       |             |         |              |      |      |       |       |       |       |       |       |       |
| Year-on-year Basis (%) | Mining & Manufacturing       | Mining        |                    |       |       |          |        |         |         |        |       |       | 95.8        | 140.6   | 100.3        | 83.6 | 0.0  | 106.8 | 100.4 | 124.6 | 102.1 | 105.8 | 102.1 | 105.8 |
|                        |                              | Manufacturing | Foodstuffs         | 103.0 | 107.7 | 100.0    | 99.2   | 96.0    | 94.9    | 100.9  | 97.9  | 98.8  | 99.7        | 90.8    | 99.6         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Textiles           |       | 95.6  | 102.7    | 91.6   | 89.0    | 91.8    | 91.5   | 92.2  | 85.6  | 91.3        | 0.0     | 91.3         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Paper & Pulp       | 67.1  | 98.7  | 102.8    | 86.4   | 70.8    | 90.8    | 104.2  | 88.5  | 89.8  | 90.4        | 99.6    | 90.4         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Chemical           | 105.9 | 92.7  | 96.9     | 106.5  | 93.3    | 95.1    | 81.8   | 100.5 | 98.0  | 95.9        | 101.7   | 95.9         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Oil/Coal           | 32.1  | 103.3 | 102.0    | 149.9  | 95.3    | 92.6    | 114.2  | 100.4 | 97.2  | 102.1       | 97.2    | 101.9        |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Rubber Products    |       | 105.7 | 96.4     | 96.4   | 103.1   | 89.3    | 96.8   | 97.7  | 95.0  | 96.3        | 0.0     | 96.3         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Ceramics           | 77.2  | 137.2 | 97.8     | 91.0   | 92.5    | 93.9    | 96.2   | 101.9 | 106.9 | 97.4        | 85.2    | 97.3         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Steel              | 79.7  | 144.2 | 106.0    | 105.4  | 92.5    | 99.3    | 98.0   | 82.9  | 93.1  | 102.6       | 113.4   | 102.6        |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Non-Ferrous Metals | 84.8  | 105.0 | 90.6     | 91.0   | 103.4   | 88.7    | 102.2  |       | 94.9  | 95.7        | 105.3   | 95.7         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Machinery          | 97.7  | 97.5  | 97.3     | 104.3  | 88.0    | 87.7    | 98.9   | 100.5 | 99.1  | 97.9        | 0.0     | 97.9         |      |      |       |       |       |       |       |       |       |
|                        |                              |               | Others             | 99.9  | 105.2 | 98.4     | 98.7   | 101.4   | 95.6    | 98.2   | 93.5  | 96.2  | 98.3        | 91.8    | 98.3         |      |      |       |       |       |       |       |       |       |
|                        | Manufacturing Total          | 88.1          | 105.7              | 98.5  | 101.4 | 92.1     | 93.3   | 96.8    | 95.0    | 97.4   | 98.0  | 98.8  | 98.0        |         |              |      |      |       |       |       |       |       |       |       |
|                        | Mining & Manufacturing Total |               | 88.3               | 105.8 | 98.5  | 101.4    | 92.1   | 93.3    | 96.8    | 95.1   | 97.4  | 98.0  | 98.9        | 98.0    |              |      |      |       |       |       |       |       |       |       |
|                        | Others                       | Railways      |                    |       |       |          |        |         |         |        |       |       | 103.2       | 108.8   | 105.2        | 96.7 | 98.6 | 97.0  | 98.3  | 101.0 | 98.7  | 100.9 | 93.9  | 100.8 |
| Other than Railways    |                              |               |                    |       |       |          |        |         |         |        | 94.1  | 103.2 | 99.6        | 99.9    | 93.7         | 98.1 | 97.4 | 99.4  | 100.0 | 99.3  | 95.1  | 99.2  |       |       |
| Others Total           |                              |               |                    |       |       |          |        |         |         |        | 97.1  | 105.1 | 101.3       | 98.5    | 94.9         | 97.5 | 97.8 | 99.6  | 99.6  | 99.9  | 95.1  | 99.8  |       |       |
| Total                  |                              | 89.7          | 105.7              | 99.2  | 101.1 | 92.4     | 94.1   | 96.9    | 95.5    | 97.7   | 98.3  | 96.7  | 98.3        |         |              |      |      |       |       |       |       |       |       |       |

Remarks: 1. Figures may not add up due to rounding.